

REMARKS

Applicant thanks the Examiner for the telephone conversation between Applicant's representative, Mark Triplett, and the Examiner on February 7, 2007, in which the advisory action mailed on January 23, 2007 was discussed. An agreement was reached between the Examiner and Mr. Triplett that by adding language to the claims, such as set forth in the second paragraph of the advisory action (e.g., "the electronic market itself taken action on behalf of the trader"), it would overcome the Garber reference. While Mr. Triplett believed the claims as written already included that limitation (when the claim was read in its entirety) and thus relied on the limitation in previous responses, agreement was quickly reached to make the claim language more clear in the present amendment and to advance the prosecution of the matter. Claims 1, 7, and 22 were amended. As amended, the claims provide an even clearer indication that it is the electronic market itself that is taking action on behalf of the trader. Garber does not disclose at least this limitation. No new matter was added. Indeed, support for the amendment can be found throughout the specification including the figures. Applicant also added Claims 23-30, which ultimately depend from Claim 1.

Applicant submits that each of these claims is in condition for allowance, and Applicant respectfully requests favorable reconsideration. If Examiner believes that further dialog would expedite consideration of the application, Examiner is invited to contact Applicants' Patent Counsel Mark Triplett at (312) 476-1151 or the undersigned attorney/agent.

Respectfully submitted,

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